

1

Rep Firm
Sales Office (PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

BARACK OBAMA FOR AMERICA SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS	:30	\$90.00	09/25-09/28	4	1	4	\$360.00	
		Buyline Comment: NEWS										
	2	TU-F	6A-7A	NEWS	:30	\$175.00	09/25-09/28	4	1	4	\$700.00	
		Buyline Comment: NEWS										
	3	TU-F	7A-9A	TODAY SHOW	:30	\$200.00	09/25-09/28	4	1	4	\$800.00	
		Buyline Comment: TODAY SHOW										
	4	SA	6A-7A	NEWS	:30	\$125.00	09/29-09/29	1	1	1	\$125.00	
		Buyline Comment: NEWS										
	5	SA	7A-9A	SAT TODAY	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
		Buyline Comment: SAT TODAY										
	6	SU	6A-7A	NEWS	:30	\$90.00	09/30-09/30	1	1	1	\$90.00	
		Buyline Comment: NEWS										
	7	SU	7A-8A	SUN TODAY	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
		Buyline Comment: SUN TODAY										
	8	SU	8A-9A	MEET THE PRESS	:30	\$1,300.00	09/30-09/30	1	1	1	\$1,300.00	
		Buyline Comment: MEET THE PRESS										
	9	SU	9A-930A	NEWS	:30	\$125.00	09/30-09/30	1	1	1	\$125.00	
		Buyline Comment: NEWS										
	10	SU	930A-10A	CHRIS MATTHEWS	:30	\$135.00	09/30-09/30	1	1	1	\$135.00	
		Buyline Comment: CHRIS MATTHEWS										

Rep Order# 6837955 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104994

Last Received: 08/01/2012 11:53 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV
Advertiser () OBAMA FOR AMERICA
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer MAURA GILROY
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

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	11	TU-F	9A-10A	Today Show II	:30	\$95.00	09/25-09/28	4	1	4	\$380.00	
				Buyline Comment: TODAY SHOW II								
	12	TU-F	10A-11A	Today Show III	:30	\$80.00	09/25-09/28	4	1	4	\$320.00	
				Buyline Comment: TODAY SHOW III								
	13	TU-F	11A-12P	RACHEL RAY	:30	\$80.00	09/25-09/28	4	1	4	\$320.00	
				Buyline Comment: RACHEL RAY								
	14	TU-F	12P-1230P	NEWS	:30	\$125.00	09/25-09/28	4	1	4	\$500.00	
				Buyline Comment: NEWS								
	15	TU-F	1230P-1P	AGENDA	:30	\$100.00	09/25-09/28	4	1	4	\$400.00	
				Buyline Comment: AGENDA								
	16	TU-F	1P-2P	DAYS	:30	\$125.00	09/25-09/28	4	1	4	\$500.00	
				Buyline Comment: DAYS								
	17	TU-F	2P-3P	DRS	:30	\$85.00	09/25-09/28	4	1	4	\$340.00	
				Buyline Comment: DRS								
	18	TU-F	3P-4P	PHIL	:30	\$150.00	09/25-09/28	4	1	4	\$600.00	
				Buyline Comment: PHIL								
	19	TU-F	4P-430P	NEWS	:30	\$145.00	09/25-09/28	4	1	4	\$580.00	
				Buyline Comment: NEWS								
	20	TU-F	430P-5P	NEWS	:30	\$175.00	09/25-09/28	4	1	4	\$700.00	
				Buyline Comment: NEWS								
	21	TU-F	5P-630P	NEWS	:30	\$250.00	09/25-09/28	4	1	4	\$1,000.00	
				Buyline Comment: NEWS								

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55

Weeks	Spots
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
24	24
25	25
26	26
27	27
28	28
29	29
30	30
31	31
32	32
33	33
34	34
35	35
36	36
37	37
38	38
39	39
40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50
51	51
52	52

Buyline Comment: NEWS

Buyline Comment: NEWS AFTER NFL

Buyline Comment: JEOPARDY

Buyline Comment: WHEEL

Buyline Comment: FACE TO FACE

Buyline Comment: JEOPARDY

Buyline Comment: WHEEL

Buyline Comment: VEGAS INC

Buyline Comment: DATELINE

RunTime	Comment	NRC	PRIME
1	1	0	0
2	1	0	0
3	1	0	0
4	1	0	0
5	1	0	0
6	1	0	0
7	1	0	0
8	1	0	0
9	1	0	0
10	1	0	0
11	1	0	0
12	1	0	0
13	1	0	0
14	1	0	0
15	1	0	0
16	1	0	0
17	1	0	0
18	1	0	0
19	1	0	0
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21	1	0	0
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87	1	0	0
88	1	0	0
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90	1	0	0
91	1	0	0
92	1	0	0
93	1	0	0
94	1	0	0
95	1	0	0
96	1	0	0
97	1	0	0
98	1	0	0
99	1	0	0
100	1	0	0

Runline Comment: FN1A

Rep Order#	6837955	Ver#	1	Mod#	0	Status	Confirmed	Traffic Order#	104994
EC'd		Y/es							

994 **Printed:** 08/02/2012 9:19 AM
Last Received: 08/01/2012 11:53 AM
Showing Buylines: All Lines

2

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	().OBAMA FOR AMERICA
Product	OBAMA FOR AMERICA
Estimate#	1536
Buyer	MAURA GILROY
Phone#	

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Hiatus Weeks

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	33	SA	10P-11P	NBC PRIME	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
		Buyline Comment: NBC PRIME										
	34	SU	4P-515P		:30	\$600.00	09/30-09/30	1	1	1	\$600.00	
		Buyline Comment: FNIA										
	35	SU	515P-830P		:30	\$4,000.00	09/30-09/30	1	1	1	\$4,000.00	
		Buyline Comment: SUN NIGHT FTBL										
	36	TU-F	11P-1135P		:30	\$255.00	09/25-09/28	4	1	4	\$1,020.00	
		Buyline Comment: NEWS										
	37	SA	11P-1135P		:30	\$225.00	09/29-09/29	1	1	1	\$225.00	
		Buyline Comment: NEWS										
	38	SU	11P-1135P		:30	\$255.00	09/30-09/30	1	1	1	\$255.00	
		Buyline Comment: NEWS										
	39	TU-F	1135P-1235A		:30	\$110.00	09/25-09/28	4	1	4	\$440.00	
		Buyline Comment: LENO										
	40	TU-F	1235A-135A		:30	\$40.00	09/25-09/28	4	1	4	\$160.00	
		Buyline Comment: FALLON										
	41	SA	1130P-1A		:30	\$400.00	09/29-09/29	1	1	1	\$400.00	
		Buyline Comment: SNL										
	42	M	5A-6A		:30	\$100.00	10/01-10/01	1	1	1	\$100.00	
		Buyline Comment: NEWS										
	43	M	6A-7A		:30	\$190.00	10/01-10/01	1	1	1	\$190.00	
		Buyline Comment: NEWS										

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	44	M	7A-9A	Buyline Comment: TODAY SHOW	:30	\$250.00	10/01-10/01	1	1	1	\$250.00		
	45	M	9A-10A		Buyline Comment: TODAY SHOW II	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	46	M	10A-11A			Buyline Comment: TODAY SHOW III	:30	\$100.00	10/01-10/01	1	1	1	\$100.00
	47	M	11A-12P	Buyline Comment: RACHEL RAY	:30	\$100.00	10/01-10/01	1	1	1	\$100.00		
	48	M	12P-1230P		Buyline Comment: NEWS	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
	49	M	1230P-1P	Buyline Comment: AGENDA	:30	\$90.00	10/01-10/01	1	1	1	\$90.00		
	50	M	1P-2P		Buyline Comment: DAYS	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	51	M	2P-3P	Buyline Comment: DRS	:30	\$100.00	10/01-10/01	1	1	1	\$100.00		
	52	M	3P-4P		Buyline Comment: PHIL	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	53	M	4P-5P	Buyline Comment: NEWS	:30	\$175.00	10/01-10/01	1	1	1	\$175.00		
	54	M	11P-1135P		Buyline Comment: NEWS	:30	\$275.00	10/01-10/01	1	1	1	\$275.00	

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	55	M	5P-630P	NEWS	:30	\$265.00	10/01-10/01	1	1	1	\$265.00	
	Buyline Comment: NEWS											
	56	M	630P-7P	JEOPARDY	:30	\$260.00	10/01-10/01	1	1	1	\$260.00	
	Buyline Comment: JEOPARDY											
	57	M	7P-730P	WHEEL	:30	\$260.00	10/01-10/01	1	1	1	\$260.00	
	Buyline Comment: WHEEL											
	58	M	730P-8P	FACE TO FACE	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	Buyline Comment: FACE TO FACE											
	59	M	1135P-1235A	LENO	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	Buyline Comment: LENO											
	60	M	1235A-135A	FALCON	:30	\$60.00	10/01-10/01	1	1	1	\$60.00	
	Buyline Comment: FALCON											
	61	M	8P-10P	VOICE	:30	\$1,100.00	10/01-10/01	1	1	1	\$1,100.00	
	Buyline Comment: VOICE											

---REPORT TOTALS---

Report Totals: 121 / \$26,215.00

---SALES MONTHLY TOTALS---

Sep 12: 101 / \$22,015.00 Oct 12: 20 / \$4,200.00
Sales Totals: 121 / \$26,215.00
Station Totals: 121 / \$26,215.00
Lines not sent/rcld/rtn: 0 / \$0.00

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---COMPETITIVE---

Market Totals	\$87,383	CATV	0%	KBLR	0%	KINC	0%	KLAS	26%	KSNV	30%
		KTNV	19%	KTUD	1%	KVCW	2%	KVMY	2%	KVVU	20%
		XXXX	0%								

---COMPETITIVE COMMENTS---
SHARES ESTIMATED

Books NOV12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE